

Edina Liquor uncorked

VOLUME 7, ISSUE 2, APRIL 2012



Sangria: Perfect For Those Warm Afternoons

By Joe Labosky, Assistant Manager of Edina Liquor — 50th & France

Everyone enjoys spending time outside during the spring and summer. What's a better summery drink to enjoy with friends than sangria? When the temperature rises, so do the number of questions we get at Edina Liquor about sangria.

Sangria is a wine punch that is very popular in Spain, Portugal and some Latin American countries. It is made with red wine (usually a dry red or California burgundy), chopped fruit, sweetener and sometimes a small amount of brandy. Some people like the convenience of buying premixed sangria while others enjoy a homemade brew. If you want to take a hand at making your own, here is a recipe to try:

- 1 bottle (750 mL) of red wine
- 4 or 5 different fresh fruits sliced, diced or wedged
- 2 T. sugar or other sweetener
- 1 shot brandy (if desired)
- 2 cups clear carbonated beverage

Add all the ingredients except the carbonated beverage and ice and let stand for a few hours, overnight if possible. This allows the fruit to blend with the wine, bringing out all the different flavors. When ready to serve, add a carbonated beverage such as seltzer, Sprite or 7Up, and ice.

As you can see, this wine-drink is light and festive. It is great on the deck or up at the lake. Sangria is also a good beverage choice at parties or family gatherings. 🍷

Taste Of Edina And Spring Sale Are Around The Corner

By Greg Keehr, Assistant Liquor Operations Director & Manager of Edina Liquor — Grandview



Another year has flown by and the Taste of Edina is fast approaching. This will be the third year the Edina Liquor "Spring Sale" has been held in conjunction with the Taste of Edina. Both events are essential for the wine enthusiast.

The Taste of Edina has easily become a great event for the Edina Chamber of Commerce and Edina Liquor. This year's event will be held 4:30 to 7:30 p.m. Thursday, May 17 at the beautiful Centennial Lakes Park Hughes Pavilion

overlooking the lake. This is the fifth year Taste of Edina will have been held at Centennial Lakes Park. We hope warm and clear weather will continue to prevail, making the event even better.

An assortment of great wines from all over the world will be available to taste. Food from several local restaurants will accompany the wines. Several beers will also be open for tasting for those who are inclined. It is worth the time and effort to attend Taste of Edina, find some wines you love and buy them at any Edina Liquor location. You will love your purchase and the price.

In conjunction with Taste of Edina, Edina Liquor holds its annual Spring Sale, offering great pricing on wines sampled at Taste of Edina. It also offers great sale prices on a wide variety of other popular items.

Buy your tickets early! Get one for yourself and for any other wine and food lovers you know. I have been lucky enough to attend each year since its inception and can say it is one of the best wine events I have attended. 🍷

For more information or to purchase tickets, contact the Edina Chamber of Commerce, 952-806-9060.

Staff Picks



Bacardi Limón:

With spring and summer coming, I enjoy a beverage with a lighter spirit. While I'm not a huge fan of flavored rum, I like Bacardi Limón. This rum has a nice citrus flavor that does not overpower the palate and is very refreshing. The best way to serve Bacardi Limón is to mix it with tonic water, Sprite or 7Up and garnish with a lemon wedge. In a tall glass with ice, mix 1.5 ounces Bacardi Limón and 4 ounces mixer, add a lemon wedge and you are set.

\$17.99 for 1 L.

Tom Anderson is Manager of Edina Liquor — Southdale.



Plungerhead Lodi Zinfandel:

This wine is fun and full of character. It gives the palate an abundance of berry flavors that balance perfectly with the toasted-oak flavors infused from the barrel-aging process. The wine finishes with spice notes of cinnamon, white pepper and ripe plum. This is a great wine for all seasons, from outdoor summer barbecues of ribs and steak to a great stew or soup on a chilly winter night. It also features the unique "Zork" cork, which gives easy access to the contents.

\$14.99 for 750 mL.

Greg Keehr is Manager of Edina Liquor — Grandview.



Fulton Lonely Blonde:

Just a mile or so down the road, in the Minneapolis neighborhood for which the brewery is named, Fulton Brewery has made a sizable splash in the market with its American blonde ale called Lonely Blonde. It is an easy-to-drink, crisp beer with a slight sweetness. The wheat in the recipe adds a light grainy texture on the palate that the carbonation quickly rubs clean. If you are looking to try a seriously local brew, Fulton Lonely Blonde is a great way to go.

\$8.99 for a 6-pack.

Eric Pellinen is Manager of Edina Liquor — 50th & France.

EDINA LIQUOR

6755 York Ave. S.
Edina, MN 55435



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www.facebook.com/EdinaLiquor



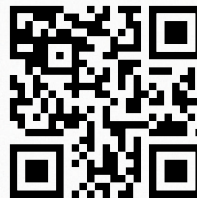
Valid 5-1-12 to 5-31-12. No photocopies will be accepted and no further discounts will be given. Coupon cannot be used for the product-of-the-month special.

15% off a case of wine
(Excludes Taste of Edina wines)



Valid 4-1-12 to 4-30-12. No photocopies will be accepted and no further discounts will be given. Coupon cannot be used for the product-of-the-month special.

10% off any bottle of sangria
(limit 2)



Grandview — near Jerry's Foods
5013 Vernon Ave. S.
Edina, MN 55436
952-903-5740

Southdale — next to Cub Foods
6755 York Ave. S.
Edina, MN 55435
952-903-5730

HOURS
Mon - Thurs — 9 a.m. to 8 p.m.
Fri - Sat — 9 a.m. to 10 p.m.
Sun — closed
CLOSED:
Memorial Day, May 28

3 LOCATIONS
50th & France — next to Lunds
3943 W. 50th St.
Edina, MN 55424
612-928-4551

Manager's Column



Steve Grausam
Liquor Operations
Director

2011 In Review

As I do every year at this time, I look back and let you know how Edina Liquor did the year before. At press time, the audited City financial numbers were not complete, but the numbers for the liquor operations were, for the most part, final.

In 2011, Edina Liquor sales increased 2 percent to \$13,171,619 in sales. Wine and liquor both saw 4 percent increases in sales while beer sales were flat. If we had not seen a large increase in the demand for craft beer, the beer category would have decreased.

Our cost of goods went up just 2 percent, which enabled an increased gross margin of 4 percent. Our total operating expenses went down 2 percent from 2010. Therefore, with everything said and done, we are showing a

14 percent increase in net income compared with 2010.

Many individuals play a part in making this all happen. It starts with our store managers and assistant managers who keep the stores running day to day. They make sure we have the right products and work with vendors to keep our costs down, allowing us to offer our customers consistent and competitive prices. Our part-time staff is invaluable. They take care of the majority of our customers and are the eyes and ears of our stores. Employees at City Hall also play a part in our success and we are grateful to them all.

Most importantly, we have our customers to thank for all their business and support. Without you, we wouldn't exist. We realize you

could go elsewhere to buy your liquor, beer and wine, but you choose to shop at Edina Liquor and we can't ask for anything more. We will continue to work just as hard in 2012 to increase business and to give every customer a great shopping experience. 🍷

Steve Grausam is Liquor Operations Director. He can be reached by sending an email to sgrausam@EdinaMN.gov.